EMC & Utah

Vance Checketts
Vice President
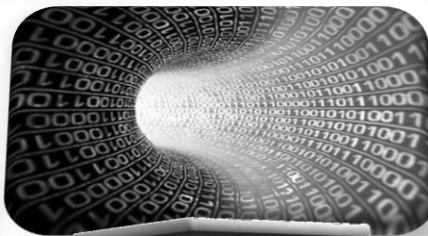
Mobile Cloud Big Data Social

TRUST

EMC²

BILLIONS
OF USERS

MILLIONS
OF APPS

3RD PLATFORM

Mobile   Cloud   Big Data   Social

Mobile Devices

HUNDREDS OF MILLIONS
OF USERS

TENS OF THOUSANDS
OF APPS

2ND PLATFORM

LAN/Internet   Client/Server

PC

MILLIONS
OF USERS

THOUSANDS
OF APPS

1ST PLATFORM

Mainframe, Mini Computer
Terminals

Source: IDC, 2012

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Major Players Are Building Technology "Stacks"

Applications

Middleware

Database

OS

Virtualization

Server

Storage

Network

ORACLE®

IBM®

Microsoft®

EMC²

4

EMC² Has Built A Differentiated Stack

Best Of Breed. Architected Horizontally, Not Vertically. Choice.

Pivotal	PLATFORM FOR CLOUD, BIG/FAST DATA APPS	ADVANCED SECURITY
vmware®	SOFTWARE-DEFINED DATA CENTER	RSA®
EMC II	INFORMATION INFRASTRUCTURE	

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Our Storage Strategy: Best of Breed

Performance

LEADER
HIGH-END STORAGE — VMAX

LEADER
MIDRANGE STORAGE — VNX

Low Service Level ←————————————————————→ High Service Level

LEADER
SCALE-OUT NAS STORAGE — Isilon

LEADER
BACKUP

LEADER
OBJECT STORAGE — Atmos

Data Domain
Avamar & Networker

Capacity

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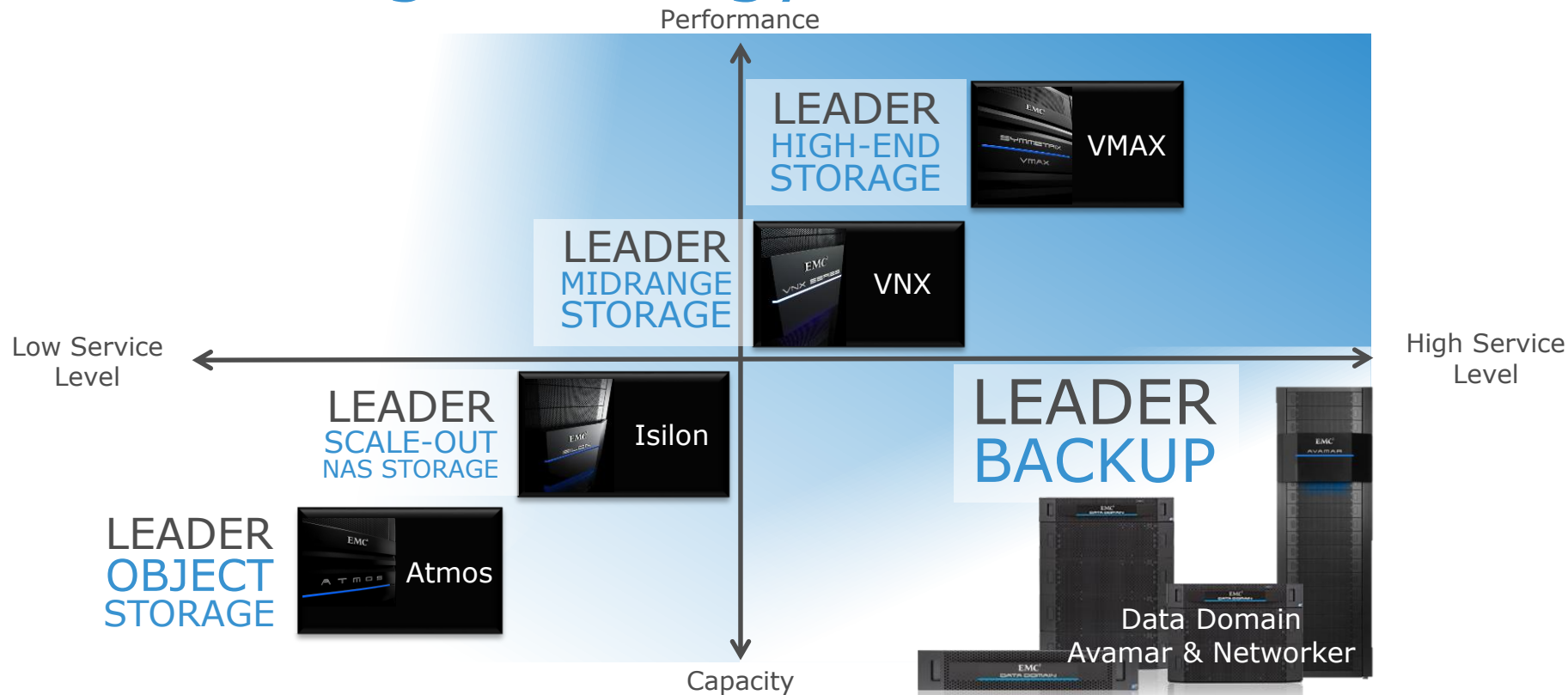
EMC Utah
11747 Lone Peak Parkway, Draper
Suites 200 & 300

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Current Role of Draper Inside EMC

- Global Technical Service
  - Increased ability to serve customers globally, especially in North & South America
  - Multi-lingual capabilities, especially English, Spanish & Portuguese
  - Coverage for Americas business hours for most EMC products; Part of global follow-the-sun model
  - Technical Service Engineers available via phone, web, chat & email

- US Federal Service
  - 24x7x365 support for US Federal customers
  - US citizens on US soil w/security clearances & physical segregation/security

- Field Service
  - Scheduling & dispatch

- Consulting Service Center
  - Remote assistance on migrations, data center consolidations, etc.

- eServices
  - Customer portal & other customer-facing technology tools

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Other EMC Business in Utah

- Mozy
  - Online backup & file sync
  - Acquired in 2007
  - Locations in Pleasant Grove & St. George

- Iomega
  - Affordable storage devices
  - Acquired in 2008
  - Location in Roy

Strengthening Utah's Economy

- Added more than 600 jobs in <2 years

- Agreement with Utah Governor's Office of Economic Development: ~750 New jobs by 2021

- Millions of dollars in capital project expenditures in Draper for the new facility

- 100's of millions of dollars paid out in wages over the next 10 years

- 10's of millions of dollars in new tax revenue over the next 10 years

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Why Utah?

- Stable economy & solid infrastructure

- Tech-friendly w/skilled candidates, resources & government incentives

- Geographic proximity to EMC east & west coast w/o the same high costs

- Second-language capabilities

- Proximity to key federal operations and customers

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Why Draper?

- Draper is equidistant from the state's largest public universities and the country's 2nd largest private university
  - ✓ Utah Valley University
  - ✓ University of Utah
  - ✓ Brigham Young University
- It is also convenient to the smaller, tech-specialized schools
  - ✓ Neumont University
  - ✓ Stevens–Henager College
  - ✓ DeVry College
  - ✓ ITT Tech

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Opportunities / Requests

- Increase educational focus on foundational technologies in addition to mobile & social (i.e., big data, storage & security)

- Broaden educational focus to include full technology lifecycle (design, build, test, deploy, operate, monitor, fix, etc.) for both hardware and software

- Encourage job-ready graduates (internships, hands-on, etc.)

- Create incentives for corporate & educational alliances

- Increase diversity in STEM students & workforce, especially gender

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